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The Week in Brief

FINANCIAL FIX ☐ Financial analysts are generally pleased with the third quarter results of broadcasting issues, but are wary of an advertising slowdown in the last quarter. **PAGE 24.**

THE CRUNCH ON KID'S TV ☐ FCC staff report proposes mandatory educational children's TV requirements until such time as new media cure what is called failure in marketplace. **PAGE 24.**

WINNING SOME, LOSING SOME ☐ U.S. WARC delegation makes some progress on proposals for AM and shortwave, has problems trying to retain frequencies for radar. **PAGE 27.**

STORER SWITCHES ☐ The broadcasting and cable concern reorganizes its top executive ranks, with Chairman Michaels giving his chief executive officer duties to Peter Storer and Terry Lee moving up to president and chief operating officer among them. **PAGE 28.**

GETTING THEIR ACTS TOGETHER ☐ With 10 hats already officially in the ring, this "Special Report" offers an in-depth study of presidential hopefuls and media advisers as they map strategies. **PAGE 30.** And the networks are wasting no time in drawing up their plans to cover the campaigning. **PAGE 42.**

HEAT FROM GOLDWATER ☐ The Arizona Republican serves notice that if the FCC doesn't resolve the access complaint of the Carter-Mondale Committee, Congress will step in. **PAGE 42.**

CABLE GETS HEALTHIER ☐ A financial study of 13 major companies finds steady growth in revenues, profits and cash flow. **PAGE 44.**

ON BOARD AT FTC ☐ Patricia Bailey is sworn in as commissioner, filling a post that had been vacant since last March 9. **PAGE 53.** And she wastes no time in expressing her ideas about what needs to be done. **PAGE 54.**

NEW PLAYER IN BOSTON ☐ Hub Broadcasting joins the competition for channel 7 in that city. **PAGE 55.**

CBS-TV's TURN ☐ The network scores its first ratings win of the season during the week ended Oct. 28. **PAGE 57.**

JOINS THE CLUB ☐ Noncommercial KCET(TV) Los Angeles is the latest to try teletext. **PAGE 62.**

THREE MILE ISLAND COVERAGE ☐ A presidential commission concludes that the news media did the best they could in reporting the nuclear mishap, but that news people were ill-equipped to master the technical complexities. **PAGE 61.**

MORE ON SMPTE ☐ Ampex's Anderson tells the Los Angeles conference that digital VTR will not take over until it offers features now standard on one-inch helical machines. **PAGE 62.** DeBonis reports to the delegates on ABC's complicated logistics and equipment plans for coverage of the 1980 winter Olympics. **PAGE 64.**

MONEY FOR WESTAR ☐ Fairchild and Continental Telephone buy into the Western Union satellite operation for a price estimated up to $100 million. **PAGE 63.**

FROM THE RANKS ☐ A former Marine Corps captain did 17 years of basic training in sales and management posts within NBC before taking on his biggest assignment for the network. It's the story of Bob Walsh, who moved into the presidency of the NBC Television Stations in August. **PAGE 89.**

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A week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
ABC Inc.	39 wk 9/29	$1,422,044,000	+ 12.8	$114,364,000	+ 26.9	4.08	$1,259,991,000	590,069,000	3.26
Affiliated Publications	9 mo. 9/30	132,839,000	+ 18.1	8,895,000	+ 28.2	2.10	112,280,000	5,377,000	1.60
John Blair & Co.	9 mo. 9/30	141,591,000	+ 13.7	8,867,000	+ 19.1	2.39	124,472,000	7,443,000	2.03
Capital Cities Comm.	9 mo. 9/30	299,761,000	+ 12.7	45,122,000	+ 15.1	3.29	265,946,000	39,200,000	2.74
Coke	9 mo. 9/30	16,865,693	+ 20.1	912,290	+152.1	54	14,032,850	361,851	.21
Cox Broadcasting	9 mo. 9/30	193,168,000	+ 19	31,756,000	+ 35	4.72	162,916,000	23,500,000	3.52
Farinon	6 mo. 9/30	47,324,000	+ 18	1,685,000	- 20	34	40,079,000	2,080,000	.44
Heritage Communications	9 mo. 9/30	10,433,769	+126.6	6,434,248	*	2.68	4,602,657	-94,403	-
Interpublic	9 mo. 9/30	261,805,000	+ 19.5	14,600,000	+ 27.4	3.31	219,131,000	11,457,000	2.60
Knight-Ridder	9 mo. 9/30	712,765,000	+ 12	63,900,000	+ 18.9	1.94	636,029,000	53,733,000	1.64
Liberty Corp.	9 mo. 9/30	199,831,000	+ 6.1	24,879,000	+ 8.0	1.91	188,066,000	23,018,000	1.71
Meredith Corp.	3 mo. 9/30	82,379,000	+ 7.4	4,517,000	+ 26.5	1.45	76,697,000	3,572,000	1.16
Metromedia	9 mo. 9/30	278,802,000	+ 14.3	25,729,000	+ 14.2	5.60	243,741,000	22,516,000	4.39
Orrox	9 mo. 9/30	7,279,731	+ 67.8	1,447,856	+324.7	.84	4,336,784	340,833	.17
Schering-Plough	9 mo. 9/30	1,099,708,000	+ 31.6	179,430,000	+ 14.6	3.33	834,452,000	156,488,000	2.92
J. Walter Thompson	9 mo. 9/30	172,719,000	+ 12.1	7,278,000	- 6.1	2.41	154,080,000	7,745,000	2.58
Transamerica	9 mo. 9/30	2,966,309,000	+ 13.9	182,553,000	+ 11.3	2.82	2,603,500,000	163,927,000	2.45
Taft Broadcasting	6 mo. 9/30	125,839,000	+ 28.3	19,172,000	+ 20.0	2.23	98,042,000	15,973,000	1.89
Valtec Corp.	9 mo. 9/30	44,065,000	+ 50.9	2,093,000	+ 48.4	52	29,186,000	1,410,000	.35
Washington Post Co.	39 wk. 9/30	420,027,000	+ 13.1	31,992,000	- 5.2	2.03	371,054,000	33,751,000	2.07
Wometco	36 wk. 9/8	209,951,000	+ 10.8	13,801,000	+ 2.0	1.51	189,436,000	13,522,000	1.47
Zenith Radio	9 mo. 9/30	754,500,000	+ 7.2	11,300,000	- 14.8	.60	703,400,000	13,100,000	.70

general manager of stations. WCMT(AM) is 1 kw daytimer on 1410 khz. WCMT-FM is on 101.7 mhz with 3 kw and antenna 175 feet above average terrain.

■ KWIV(AM) Douglas, Wyo.: Sold by Douglas Broadcasting Inc. to Jackalope Radio Inc. for $305,000. Seller is principally owned by Henry Fondren and Kathy Swaine, who have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCSR(AM)-KQSK(FM) Chadron and KVSH(AM) Valentine, both Nebraska, and KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. KWIV is on 1470 khz with 1 kw day and 250 w night.

■ WDHP(FM) Presque Isle, Me.: Sold by for $225,000. Seller is owned by Clarence B. Dow, Philip G. Plourde and Henry Hebert (one-third each). None has other broadcast interests. Buyer, principally owned by R. Murray Briggs and his brother. Allison, also owns WFST-AM-FM Caribou, Me. WDHP is on 96.9 mhz with 100 kw and antenna 440 feet.

■ KCLR(AM) Ralls, Tex.: Sold by KCLR Inc. to Pete Rodriguez for $215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriguez owns restaurant and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. KCLR is 5 kw daytimer on 1530 khz.

APPROVED

■ WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio: Sold by Queen City Communications to Mariner Communications for $17 million, most ever paid for AM-FM combination. Seller is principally owned by Jay Thompson, who has no other broadcast interests. Charles Murdock, general manager and 10% owner, will transfer his interest to seller and remains as general manager. Buyer, principally owned by Joe Scallon, also owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo. WLW is on 700 khz with 50 kw full time. WLWS is on 96.5 mhz with 50 kw and antenna 433 feet above average terrain.

■ Other approved station sales include: WPBR(AM) Palm Beach, Fla.; KWPR(AM) Claremore, Okla., and WFDT(AM) Columbia City, Ind. (see page 68).

■ East Bank Cable TV Inc., Harahan and Kenner, both Louisiana: Sold by Charles Lambert to Cox Cable Communications

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ment of Ohio Inc. to HBC Inc. for $1.3 million. Seller is owned by Tom Greene and Joel Thrope, who also own WCNW(AM) Fairfield and, along with Sam Frankel, WABY(AM) Albany, N.Y.; WINF(AM) Manchester, Conn.; WRKR-AM-FM Racine, Wis., and WNDB(AM)-WWLV(FM) Daytona Beach, Fla. Buyer is owned by Representative Cecil Heftel (D-Hawaii) and family, who also owns KOZN-FM San Diego; WXKS-AM-FM Medford, Mass.; WIKS(FM) Greenfield, Ind. WLUP(FM) Chicago and KGMD-TV Hilo, KGMV-TV Maui and KGMB(AM) Honolulu, all Hawaii. Ann. Oct. 17.

■ KOFM(FM) Oklahoma City (104.1 mhz, 100 kw)—Seeks assignment of license from American Radio Corp. of Oklahoma to Guy Gannett Broadcasting Services Inc. for $3.9 million. Seller is owned by Robert Freeman, Frank Carney, Lloyd Denniston and Gary Dick, who have also sold their only other broadcast interest, KEYN-AM-FM Wichita, Kan., subject to FCC approval (BROADCASTING, July 23). Buyer is subsidiary of Guy Gannett Publishing Co., publisher of four Maine newspapers and owner of WGAN-AM-FM-TV Portland, Me.; WHYN-AM-FM-TV Springfield, Mass.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXLP-FM Moline, Ill. Jean Hawley is chairman of parent company; John R. DiMatteo is president. Ann. Oct. 17.

■ WEEO(AM) Waynesboro, Pa. (1130 khz, 1 kw-D)Seeks assignment of license from Raystay Co. to Michael Ameigh for $350,000. Seller, owned by George Gardner and family, also owns WQVE(FM) Mechanicsburg, Pa., and cable system in Carlisle and Waynesboro, both Pennsylvania. Ameigh is part owner of WMNS(AM)-WMJZ(FM) Olean, N.Y., which has been sold, subject to FCC approval. Ann. Oct. 19.

■ WCMT-AM-FM Martin, Tenn. (AM: 1410 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Jones T. Sudbury to Thunderbolt Broadcasting Co. for $420,000. Sudbury has no other broadcast interests. Buyer is owned by Harold T. Brundige (80%) and Ernest H. Youngblood (20%). Brundige is Martin attorney and businessman; Youngblood is general manager of stations. Ann. Oct. 17.

■ KCLR(AM) Ralls, Tex. (1530 khz, 5 kw-D)—Seeks assignment of license from KCLR Inc. to Pete Rodriquez for $215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriquez owns resteurants and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. Ann. Oct. 17.

■ WIVE-FM Ashland, Va. (100.1 mhz, 3 kw)—Seeks assignment of license from Christian Enterprises Inc. to Bible Broadcasting Network Inc. for $525,000. Seller is non-profit corporation which also owns WKDH(AM) Ashland. James N. Birkitt is president. Buyer is equally owned by Lowell Davey and his wife, Georgeanna, and his brother, Keith, and Keith's wife, Yvonne. They also own WHPE(AM) High Point, N.C.; WAVO(AM) Decatur, Ga., and WYFI(AM) Norfolk, Va. Ann. Oct. 17.

■ WADC(AM)-WIBZ(FM) Parkersburg, W. Va. (1050 khz, 5 kw-D; 99.3 mhz, 3 kw)—Seeks assignment of license from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for $1,024,000 plus $150,000 for covenant not to compete. Seller is owned by Calvin Dailey Jr., who also has interest in WLIT(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikitka, Chicago investment broker and part owner of WKZN-AM-FM Zion, Ill., purchased last July (BROADCASTING, July 16), and KIXY-AM-FM San Angelo, Tex. Ann. Oct. 25.

■ KWIV(AM) Douglas, Wyo. (1470 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Douglas Broadcasting Inc. to Jackalope Radio Inc. for $305,000. Seller is principally owned by Harry Fondren and Kathy Swaine (46.15%). They have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCSR(AM)-KQSK(FM) Chadron, and KVSH(AM) Valentine, both Nebraska, and 50% of KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. Ann. Oct. 17.

Actions

■ WPBR(AM) Palm Beach, Fla. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from GR Group Inc. to WPBR Inc. for $300,000. Seller is owned by Gerson Reichman, who has no other broadcast interests. Buyer is owned by Everett H. Aspinwall and his wife, Valerie (50% each). Everett is general manager and Valerie is program director of station. They have no other broadcast interests. (BAL790618EC). Action Oct. 17.

■ KWPR(AM) Claremore, Okla. (1270 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Green Country Broadcasting Inc. to Warren Broadcasting Inc. for $300,000. Seller is owned by Jack T. Marshall and Gale Welch (34.21% each), Bob C. Roden (26.44%) and Leon Shearhart (5.14%). None has other broadcast interests. Buyer is owned by Roy L. Warren and his wife, Billie. They are retired and have no other broadcast interests (BAL790803FH). Action Oct. 16.

■ WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio (AM: 700 khz, 50 kw-U; FM: 96.5, 50 kw)—Broadcast Bureau granted assignment of license from WLW Radio Inc. and WLW Radio of Hamilton Inc., respectively, to Mariner Communications Co. for $17 million. Seller, principally owned by Jay C. Thompson, has no other broadcast interests. Buyer is principally owned by Joe Scallon. It also owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo. (BAL790806FO, BALH790806FP). Action Oct. 16.

■ WFDT(AM) Columbia City, Ind. (160.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WFDT Broadcasting Inc. to Indiana Broadcast Associates for $185,000. Seller is principally owned by Leon Buck and W. Douglas McLuen, who also own WVTL(AM) Monticello, Ind., and WVLJ(AM) Monticello, Ill. In addition, Buck is sole owner of KBIB(AM) Monette, Ark. Buyer is principally owned by Arnold Malkan (87½%), who is also principal of KEYS(AM) Corpus Christi, Tex.; WNOR-AM-FM Norfolk, Va., and WDJX(FM) Xenia, Ohio. (BALH790611GU). Action Oct. 11.

Facilities Changes

AM actions

■ KNIX(AM) Tempe, Ariz.—Granted CP to make changes in ant. sys.; change TL to NW corner of Center St. and McKelleps Rd., Tempe; move daytime operation to location of proposed nighttime site; change type of trans. (BP790316AH). Action Oct. 16.

■ WIPC(AM) Lake Wales, Fla.—Granted CP changing hours of operation to unlimited with 500 w-DA-N; conditions (BP781005AC). Action Oct. 17.

■ KBGN(AM) Meridian, Ind.—Returned application for CP to add nighttime hours of operation (ARN781002AI). Action Oct. 15.

■ WRGC(AM) Sylva, N.C.—Granted CP to use formerly authorized daytime trans. and ant. as auxiliary daytime site (BP-20,847). Action Oct. 15.

■ KTVX(AM) Salt Lake City—Granted mod. of CP changing TL; ERP: 32.4 kw(H); max ERP: 32.4 kw(H), and ant. height: 3870 ft. (H). (BMPCT790616KG). Action Oct. 15.

FM actions

■ WDRC-FM Hartford, Conn.—Granted CP changing TPO; ERP: 19.5 kw (H&V), and ant. height: 810 ft. (H&V) (BPH10803). Action Oct. 15.

■ *WAEE(FM) Chicago—Granted mod. of CP to make changes in ant. sys.; change TL to South Chicago; change remote control to 1950 East 71st St., Chicago; change type of trans.; change type of ant. (BMPED790919AJ). Action Oct. 23.

TV action

■ KRMA-TV Denver—Granted request for authority to change SL to 1261 Glenarm Place, Denver, and operate trans. by remote control from there (BRCETV790612KE). Action Oct. 4.

In Contest

FCC actions

FM licenses

■ WIGR(FM) Indianapolis, Ind., Indiana Central University. Reinstated call letters and license of noncommercial educational FM broadcast station. Action Oct. 17.

■ The Commission has refused to act on a petition by AM radio station KXA, Seattle, for an increase to 50 kilowatts in daytime power, addition of nighttime hours of operation and relocation of its transmitter and denied the station's request for waiver of the FCC clear channel rules. Action Oct. 15.

■ The Commission has directed its Broadcast Bureau to prepare an order requiring Educational Broadcasting Corporation, licensee of WNET-TV, Newark, N.J., which has its main studio in New York City, to submit a plan within 30 days for maintaining a fully adequate studio in New Jersey. The staff was to include in the order a directive that WNET-TV update the description of its programing designed to serve New Jersey which the Commission accepted in a decision last March. Action Oct. 24.

Cable

■ The following cable operators have filed service registrations:

■ Horry Cable TV Inc. for Forestbrook, S.C. (SC0142) new system.

■ Siloam Spring Cable TV for Siloam Springs, Ark. (AR0017) add signal.

■ Ohio Video Cable Services Inc. for Johnstown, Ohio (OH0694) new system.

■ National Cable Co. of Pennsylvania Ltd. et al for Rural Valley, Pa. (PA1821) new system.

■ Cox Cable of Norfolk, Inc. for Norfolk, Virginia Beach, and Portsmouth, all Virginia (VA0139, 66, 40) add signal.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses